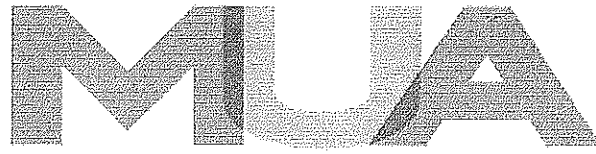


The  
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**DIPLOMA UNIVERSITY EXAMINATIONS**

**SCHOOL OF MANAGEMENT AND LEADERSHIP**

**DIPLOMA COMMON UNIT**

**DCU 100 : INTRODUCTION TO COMMUNICATION SKILLS**

**DATE: 10<sup>TH</sup> APRIL 2018**

**DURATION: 2 HOURS**

**MAXIMUM MARKS: 70**

**INSTRUCTIONS:**

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **FOUR** questions.
6. Question **ONE** carries **30 MARKS** and the rest carry **10 MARKS** each.
7. Write all your answers in the Examination answer booklet provided.

## QUESTION ONE

Read the Case Study below carefully and answer the questions that follow:

Meetings are a powerful tool that are widely misunderstood. Like many professionals, I have read and enjoyed many Dilbert comics that point out the pain and frustration of poorly run meetings. In fact, I've had my share of disappointment meetings. I'll share a short example and data showing how widespread bad meetings have become. Therefore there is a need for scholars to come up with powerful meeting tips for success.

It was a Friday afternoon in the fall several years ago and I had a meeting scheduled. There were two other people in the meeting who did much of the talking. After about twenty minutes, it felt like the meeting was going in circles. After the sixty minute mark, I became frustrated and simply wanted the meeting to end. Unfortunately, the other participants continued to talk past the meeting's stated end time. The worst part? The meeting did not achieve anything particularly significant.

Many people share my frustration with meetings. Consider the following observations about the plague of ineffective meetings in the modern workplace. A typical American professional attends over 60 meetings per month (Source: A network MCI Conferencing White Paper. *Meetings in America: A study of trends, costs and attitudes toward business travel, teleconferencing, and their impact on productivity* (Greenwich, CT: INFOCOMM, 1998)

Approximately 50% of meeting time is wasted (same source as above) 39% of people attending meetings doze off during the meeting.

Wow! Whether you are organizing meetings or simply attending them, you owe it to yourself to become more effective at this professional skill. Just imagine the gains you will achieve if you become 1% or 5% better at meetings over time.

**Required:**

- a. Discuss the need and purpose of meetings in organizations. (6 Marks)
- b. Explain the strategies of dealing with problematic participants during meetings. (8 Marks)
- c. Explain the factors to consider when organizing formal meetings. (8 Marks)

- d. Discuss **FOUR** important documents necessary in the preparation of a meeting. (8 Marks)

### QUESTION TWO

- i. Explain the different functions of communication in an organization. (4 Marks)
- ii. Discuss the role of the internet in communication. (6 Marks)

### QUESTION THREE

- (a) Explain the limitations of downward communication in an organization. (5 Marks)
- (b) Highlight different media through which information can be exchanged. (5 Marks)

### QUESTION FOUR

- a. Make brief notes on the following forms of communication. (6 Marks)
- i. Non-verbal communication.
- ii. Written communication.
- b. Explain any four components of communication process. (4 Marks)

### QUESTION FIVE

- a. Explain the contribution of Communication and feedback as the key to a successful working environment. (4 marks)
- b. Discuss the disadvantages of technology on communication in an organisation. (6 Marks)

### QUESTION SIX

- a) The Internet makes communication easier and faster and makes modes of communication more diverse. Discuss the main emerging trends in communication (5 Marks)
- b) Explain the importance of promotion in marketing communication (5 Marks)

